

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s):	)	I hereby certify that this paper is
<b>RAMASWAMY, et al.</b>	)	being deposited electronically
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Serial No.: 10/589,149	)	Trademark Office, on this date:
	)	
For: METHODS AND	)	
APPARATUS TO DETERMINE	)	
AUDIENCE VIEWING OF	)	<b>September 28, 2009</b>
VIDEO-ON-DEMAND	)	
PROGRAMS	)	
	)	
Filed: August 11, 2006	)	<u>/William E. Jacklin/</u>
	)	William E. Jacklin
Group Art Unit: 2427	)	Registration No. 64,894
	)	Attorney for Applicant(s)
Examiner: Patrick A. Ryan	)	

**RESPONSE TO THE OFFICE ACTION DATED JUNE 9, 2009**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office action dated June 9, 2009, please enter the following amendments and consider the following remarks:

**The Status of the Claims** is reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 15 of this paper.